

HOT TOPICS

FALL 2001

CURRENT ISSUES FOR ARMY LEADERS



Recruiting Keeping the "Army of One" Strong

What you can do for the Army

Who are tomorrow's soldiers,
and how can you encourage
them to follow in your steps?

Message from the Commander of Army Recruiting

AS our Army continues transforming to meet the challenges of the 21st century, maintaining a strong, quality force is of utmost importance. You, the soldier in the field, play a vital role toward that end.

Our Army's transformation is more than improving technology and warfighting capabilities — it's about recruiting, training and retaining quality soldiers and creating agile, versatile and adaptive leaders.

To accomplish this mission, we must connect with America, inspiring young men and women to serve their country in the uniform of a soldier. In addition to the tremendous opportunities for personal growth, serving is important, meaningful, satisfying and rewarding work. The challenge for us is changing young adults' misconceptions, low awareness and confusion about Army service.

You have the power to change the perceptions of young adults. You bring the Army to life for every American you meet. You demonstrate how the Army — and our Army's transformation — benefit our society.

The Army benefits from putting soldiers into America's communities. They become a visible link to people who may otherwise never have the opportunity to interact with our great Army, giving them a more realistic view of what being a soldier is all about.

You and your soldiers can help shape tomorrow's Army. Whether you travel to your hometown to speak at your high school, or just spend a couple of days a month mentoring at a local school, you are positively affecting the recruiting mission.

I trust this issue of **Hot Topics** will help you better understand Army recruiting and how you can play a role in manning the most powerful Army in the world.

Proud to be Here, Proud to Serve!



MG Dennis D. Cavin
COMMANDER, U.S. ARMY RECRUITING COMMAND



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Credits

***“I am a soldier — I am also a recruiter.
Everyone wearing this uniform is a recruiter.
Recruiting is tough in this great country of ours
that offers young people so much opportunity.
We all have to make service and the uniform
relevant to young people.”***

**— GEN Eric K. Shinseki
Chief of Staff**



Who are our future soldiers?

Young adults ages 17 to 21 who are high school graduates and score in the top 50 percent on the Armed Services Vocational Aptitude Battery.

What is on their minds?

Understanding today's young adults increases the Army's success in recruiting men and women to be quality leaders and soldiers. The number of young adults ages 15 to 24 is growing steadily, from 36.9 million in 2000 with an expected growth rate of 1.6 percent per year for the next five years.

Today's young adults are independent and value individuality, but at the same time they want to be part of something powerful and important.

Characteristics of today's young adults:

- ★ They want to empower themselves to do something meaningful with their lives, but haven't decided on a solid path to their futures.
- ★ Most have a "now" attitude.
- ★ They have a "me" attitude. To be motivated to achieve a goal, they need to know what's in it for them and that it's a meaningful endeavor.
- ★ They embrace technology, are influenced heavily by the media and are extremely market savvy.
- ★ Skills and accomplishments — not race, ethnicity or social status — determine the kind of person young adults admire. Parents still top the list of people most admired by young adults.
- ★ Most prospects are aware they have to equip themselves with the right tools to succeed, such as determination, hard work, discipline and job skills.

How do they feel about the Army?

- ★ Young adults believe joining the Army is something only for their peers without options.
- ★ They think the Army is full of people who are not like them — people they don't want to be like.
- ★ When thinking about opportunities for their futures, they rarely consider the Army.
- ★ They believe the Army does not empower its members.
- ★ Prospects still think the Army strips away personal freedom, limits opportunity and stifles growth.

“The Army of One is working, period, no question about it.”

— *Army Secretary Thomas E. White*

Why an Army of One?

The new “An Army of One” campaign tackles the basic misconceptions that hinder recruiting, such as “The Army is not a place I want to be; it is not for people like me.”

“An Army of One” demonstrates that Army benefits go far beyond money. The Army is a way for young adults to develop themselves and be part of something important, and a place where they can make a difference.



**“The Army is
focusing on
individual strengths
and personalities and
what they
can contribute
to the whole.”**

— Nicole, 17

(From an Army advertising campaign focus group)

The message encourages personal growth, opportunity and pride; it empowers the individual to succeed in life.

“Who I am has become better than who I was.”

At the same time, it presents the individual as part of a unified team, an Army built of soldiers, one individual at a time. With the support of others, each individual can maximize his or her potential.

***“With training, technology and support,
I have no limits and have the inner drive
to do more than I ever imagined.”***

It fits today’s Army: We’re saying the Army is transforming. We’re also larger than one person, through teamwork, but we value each individual’s contributions.

The skills the Army provides give soldiers an advantage over others without Army experience.



For 40 years, the Army Parachute Team, The Golden Knights, has been performing live aerial demonstrations for the public in promotion of the Army's public relations and recruiting efforts; competing in national and international parachuting competitions; and evaluating new parachuting equipment and techniques for improved operation and safety.

Reaching out

America can only understand its Army by experiencing its Army.

This is where every soldier can get involved in recruiting our Army of the future. Whether it's through individual service, outreach programs in local communities or national campaigns, it all helps strengthen America's Army and Reserve.

You can show America how the Army and its transformation benefit society.

New recruits confirm parents are key influencers, so we're not just reaching out to young adults, we're reaching out to all Americans.

The Army Recruiting Command has more than 7,200 active and Reserve noncommissioned

officers reaching out to students, parents, teachers, veterans and community members across the United States and overseas. They are face-to-face with the American public and our future soldiers every day.

Today's field recruiters are among the Army's best NCOs. All have records of proven ability and potential, and each represents the finest traditions of the Army and military service. Even with all their skills and training, however, filling the Army's boots is a tough job — one recruiters cannot accomplish alone.

They need your help and the help of every soldier in the Army.

Various recruiting programs rely on the support of soldiers and leaders like you.

Hometown Recruiter Assistance Program

One of the most valuable tools recruiters can use is a soldier who returns home and tells the Army story. An HRAP volunteer is a significant combat multiplier.

HRAP soldiers return home in a permissive TDY status for up to 14 days, whether they are in permanent party status or they have just completed training. During the permissive TDY status, the soldier will assist local recruiters in promoting the Army's story in his or her hometown.

A soldier may volunteer to participate in the program by submitting DA Form 31 through the chain of command if he or she meets the requirements.

Unit or local recruiting battalion sergeants major can provide details on this program.

Total Army Involvement in Recruiting Program

The TAIR program brings the Army's assets together to assist recruiters in increasing awareness of Army opportunities, programs and benefits through school presentations, static displays, community events and Delayed Entry Program functions. Recruiting battalions call upon units at every installation to provide a variety of assets.

Typical TAIR support includes:

- ★ Two- or three-person teams of varying MOSs to take equipment into classrooms and talk to students;
- ★ Teams of soldiers and equipment to support static displays at schools or community events; and
- ★ Individuals to speak at school career days.

Educator and Center of Influence Tours

Educator and Center of Influence tours bring local educators, administrators and key community leaders together to tour a military installation and learn more about the Army.

Educator tours help improve recruiter access to high schools, colleges and nursing schools.

The COI tours educate local community leaders on current programs and opportunities available in America's Army. These community members serve as mentors and role models for most of our youth and directly affect their future decisions. The tours ensure they are aware of the numerous benefits our young people are eligible to receive, thus making the COI more inclined to provide recruiters with potential leads.



Not all recruiting support involves working directly with recruiters.

There are many ways you can support recruiting by simply talking to people, helping others and sharing the best the Army has to offer with the communities around you.

Referrals have proven to be one of the best means of gaining quality enlistments. Every active and Reserve soldier can refer interested individuals to the Recruiting Command.

If you have talked with someone who may be interested in joining the Army, don't just suggest

he or she call a recruiter. You can submit a referral through Operation SMART, the Sergeant Major of the Army Recruiting Team. See your unit sergeant major or go online at www.usarec.army.mil/hq/smart/.

Anyone who refers an applicant who enlists into the regular Army or Army Reserve will receive a certificate and coin from the sergeant major of the Army.

At the end of each fiscal year, the soldier with the best record of referrals and resulting enlistments will be invited to attend the Annual Chief of Staff of the Army Recruiter of Excellence Award Ceremony in Washington, D.C., where he or she will be personally recognized by the sergeant major of the Army.

The program not only stimulates camaraderie between Army and Army Reserve units and the Army's Recruiting Command, it also gives soldiers a vital role in the selection process for those with whom they serve.

Help find more soldiers for your team.



America can only



Referrals aren't the only way, however, to positively contribute to Army recruiting. The activities in which you participate with your families, at your schools and in your communities, continue to increase Americans' awareness of the Army and indirectly benefit recruiting efforts.

Create or participate in unit or installation school **education partnerships** and adopt-a-school programs to increase awareness of the Army.

- ★ Become a mentor.
- ★ Read a book to a class or start a celebrity reader program with installation leaders.
- ★ Speak at a school career day or college night.

Get involved as a leader, speaker or mentor in such **youth organizations** or vocational clubs as Boys and Girls Clubs of America, Big Brothers and Big Sisters, Junior Achievement, Boy Scouts and Girl Scouts, Junior Reserve Officer Training Corps and the Job Corps.

Even if you're not eligible to participate in the Hometown Recruiter Assistance Program, talk to your hometown recruiter about **speaking at your high school** the next time you're home on leave.

Call the recruiters near your duty station and ask how you and/or your unit can **volunteer**. Recruiting stations are always looking for soldiers to speak at schools, mentor Delayed Entry Program participants and support community static displays or military awareness events. Recruiters often have booths at local fairs and festivals, and they may need assistance staffing the booths with soldiers and equipment.

Actively **participate** in your community. Get involved any way you can: community aid programs, holiday relief, walk-a-thons, blood drives. Any community work you perform demonstrates that the Army cares.

Wear your Army pride. Wear an Army shirt, hat or uniform (if appropriate) when participating in community activities, sports and other events to increase Army awareness in your community.

understand its Army by experiencing its Army.

Did you know ...

The Army is offering young adults more incentives than ever to become soldiers.



THERE ARE 212 WAYS TO BE A SOLDIER TODAY.

The Army's options and incentives are continually increasing. The Army College Fund now offers up to \$50,000 for college, and the Montgomery GI Bill is close to \$20,000 for eligible enlistees. The Army also repays students' qualified loans, up to \$65,000.

But as you know, the Army is more than money for college. It is a step that prepares young men and women for their futures. The Army has found more and more ways to make every individual in the Army stronger, while at the same time strengthening the Army team.

Some of the Army's newest enlistment options follow.

Partnership for Youth Success

PaYS connects American industries with the Army. When applicants contract into a specific MOS, they will also sign a letter of intent to work in a certain job with a participating PaYS employer after their service is completed.

College First

The Army will sponsor qualified high school graduates who would like to attend up to two years of college before coming on active duty. The Army will pay those who participate in the Delayed Entry Program \$150 a month and repay any qualifying student loans after they complete their enlistment requirements.

GED Plus

The GED Plus program enables applicants who do not possess an education credential to be sponsored by the Army to obtain a GED for enlistment.

In addition, the Army has cash enlistment bonuses of up to \$20,000 for some MOSs.

It also offers the same great skills training it has for years:

- ★ Specialty Training of Choice
- ★ Airborne Training
- ★ Army Civilian Acquired Skills Program
- ★ Warrant Officer Flight Training
- ★ English Comprehension Enlistment
- ★ Buddy Team Enlistment Option



With more opportunity, more choices and more freedom than ever before, the Army Reserve provides the knowledge and experience to help build confidence, skills and character traits soldiers will be able to leverage in just about any career.

Full-time student, part-time soldier

Reservists can earn more than \$9,400 for college through the Montgomery GI Bill and more than \$22,000 in pay during a six-year enlistment. A bonus adds \$100, \$200 or \$350 a month to the standard benefit for up to 36 months, depending on the chosen MOS.

Alternate Training Program

The Alternate Training Program allows Reservists to split their initial-entry training and advanced individual training, typically between two summers, one year apart.

Specialized Training for Army Reserve Readiness

The STARR program allows soldiers to be trained in a medical specialty by taking their MOS training at a local community college, with the Army paying all books, tuition and lab fees.

Loan repayment

The Army Reserve repays qualified student loans at 15 percent of the loan amount or \$1,500 per year, whichever is greater, up to \$10,000. Depending on his or her MOS, a soldier may qualify for student loan repayment of 15 percent or \$3,000 per year, up to \$20,000.

THERE ARE 180 WAYS TO BE A SOLDIER IN THE ARMY RESERVE.

The Army Marksmanship Unit is one of the Recruiting Command's tools to attract and recruit top-notch soldiers. USAMU members travel all over the country competing in interservice, national, international and Olympic events, and promoting the Army by heightening public trust and confidence in Army marksmanship.



2000 U.S. Nationals Champion Tony Schumacher is the man behind the wheel of "The Sarge," promoting the Army team across the country. The Army's partnership with the NHRA is just one of the many promotions that offer young adults firsthand exposure to soldiers, Reservists and the U.S. Army in a casual environment.

Recruiting in America's communities



The U.S. Army Recruiting Support Brigade provides immeasurable support to recruiters in the field. Its assets include an array of exhibits, such as multiple exhibit vehicles, cinema vans and rock-climbing walls. They travel across the nation with recruiters, building Army awareness among high-school and college-age students.

The RSB also has two interactive exhibits. The adventure van has a helicopter and tank simulator, a global positioning system and night-vision goggles. The armor adventure van, the first ever MOS-specific exhibit, has Humvee, tank gunner station and tank turret simulators.



An Army adventure — Coming soon to a neighborhood near you.

Take the Challenge Provide the Strength!



“Soldiers’ anxieties about recruiting duty — ‘Can I make it on recruiting duty?’ — are often compounded by negative word of mouth. We want to give soldiers factual information to dispel the rumors in a nonthreatening environment. We think that when soldiers have more information, they will be pleased at what recruiting duty can offer them.”

— MSG Jack Miracle
NCOIC,
Special Missions Recruiting Team

Soldiers who volunteer for recruiting duty:

- ★ Serve a 36-month tour.
- ★ Attend the Army Recruiter Course at Fort Jackson, S.C. The 53-day course has five major segments: introduction to recruiting, management, eligibility, prospecting and sales techniques, and communications skills.
- ★ Choose the top three recruiting companies where they would like to be assigned. There are more than 200 recruiting companies across the United States. Recruiters live and work in civilian communities, building networks with

schools,

universities, government agencies and other organizations.

- ★ Receive an extra \$375 each month in special duty assignment pay and up to \$75 per month in allowances for authorized expenses.

Following the Army Recruiter Course, there is a nine-month nonrated new recruiter program during which recruiters refine the skills they learned in the course.

Recruiting duty involves long hours and hard work, but the rewards are worth the effort. Recruiters interact and network with community leaders and become experienced in sales and management. Promotions are faster for recruiters than for their peers without this experience. Recruiters who convert to MOS 79R have higher promotion rates to sergeant first class than the Army average.

Opportunities for personal recognition are also great. In addition to the Army awards program, recruiters are eligible to earn the Recruiter’s Silver Badge with gold stars, the Gold Badge with sapphires, the Recruiter Ring and the Sergeant Major of the Army Glen E. Morrell Medallion. Recruiters can also compete for induction into the USAREC Sergeant Audie Murphy Club.

Approximately 23 percent of detailed recruiters are volunteers; the other 77 percent are selected by Department of the Army. Volunteers will receive recruiting company assignments before reporting to the Army Recruiter Course; DA-select recruiters do not learn their duty assignments until about the fourth week of the course.

Become a recruiter. Join the winning team.



RESOURCES

www.GOARMY.com is a one-to-one, informative website. Log on whenever you like and proceed at your own pace. Take a virtual tour, find out about Army life, locate your nearest recruiter, or talk to a cyber recruiter without the pressure of asking questions face-to-face. Or call (800) USA-ARMY.

For **Army Reserve and ROTC** opportunities, log on at **www.goarmyreserve.com/**. Interested applicants can even apply online for a four-year ROTC scholarship at **www.armyrotc.com**.

The Army Recruiting Command site is one stop for **everything you want to know about recruiting**, including where recruiting stations are located, how to become a recruiter or apply to be a warrant officer, and how to get involved in the Hometown Recruiter Assistance Program or Operation SMART, the Sergeant Major of the Army Recruiting Team. Also find out more about the Golden Knights, U.S. Army Marksmanship Unit and the Army's Partnership for Youth Success. Log on at **www.usarec.army.mil**.

The **Recruit the Recruiter Team** mission is to generate interest in recruiting duty by providing information about the benefits of serving as an Army recruiter. Want to learn more? Call the Recruit the Recruiter Team at (502) 626-0271, (DSN) 536-0271, or go to the Recruiting Command website at **www.usarec.army.mil** and follow the link to Recruit the Recruiter.

Bookmark the **Sergeant Major of the Army Recruiting Team** website at **www.usarec.army.mil/hq/smart/** to refer potential applicants and support the Army's recruiting mission. Help find more soldiers for your team.

Visit the **U.S. Army Marksmanship Unit** online at **www.usarec.army.mil/hq/amu/** and the **U.S. Army Parachute Team** information and photo gallery at **www.armygoldenknights.com**.



Leaders Can Make a Difference

Your soldiers and NCOs are the best spokesmen and spokeswomen for the Army. When they talk to students, teachers and community leaders and “tell it like it is,” their firsthand accounts of Army life influence potential enlistees. Encourage your soldiers to take part in recruiting efforts, making our future Army better and stronger.

- ◎ Ensure all your soldiers know about and understand the programs in which they can directly participate to support Army recruiting.
- ◎ Set a positive example by getting involved in recruiting programs.
- ◎ Ensure your soldiers have the tools to join Operation SMART, the Sergeant Major of the Army Recruiting Team, designed to support the concept of “Soldiers Recruiting Soldiers” as we recruit for the new millennium and continue to provide the strength for “An Army of One.”
- ◎ Support the next recruiting battalion public affairs specialist or recruiter who asks for soldiers to speak in high schools as part of a Total Army Involvement in Recruiting (TAIR) team.
- ◎ Give your soldiers the opportunity to participate in the Hometown Recruiter Assistance Program.
- ◎ Tell the post public affairs office about your soldiers who are providing exceptional service to the community. This not only gives your soldiers the recognition they deserve, it also shares the positive stories with the entire community and may encourage others to participate.

BOTTOM LINE

Every soldier plays a vital role in strengthening the Army of One.